

Richard Weiner, Inc. Public Relations

October 15, 1985

Memo to: George Knox
Tom Keim
Tom Ricke

From: Richard Weiner, Inc.

Re: Public Relations Quarterly Report

The following is a report of activities conducted on behalf of Philip Morris Incorporated, Philip Morris International and Philip Morris U.S.A. during the third quarter of 1985 by Richard Weiner, Inc.

MUSEUMS FOR A NEW CENTURY

1984 HARRIS SURVEY

OVATION MAGAZINE

A news item, including photograph and Philip Morris mention, was published in the August issue of Ovation, the listeners' guide to New York's upscale WQXR-FM.

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BETTER HOMES AND GARDENS

The proposed article on the Harris Poll, originally scheduled for September 1985, has been re-slated. Date of issue is unknown.

MARKETING/COMMUNICATIONS COMPETITION FOR STUDENTS

THE NEW YORK TIMES

Pam Hollie, Advertising editor, ran an article with photograph as the lead story of the advertising column in the August 12, 1985 issue.

POST-DISTRIBUTION ACTIVITIES

The Agency made follow-up calls to approximately 30 trade and Philip Morris plant city publications. Articles, based on the national "Shandy" release appeared in the following publications: Modern Brewery Age, Beverage Media, Brewers Digest, Food & Beverage Magazine, All About Beer.

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NEW RELEASES

The Agency prepared local and state media lists, and prepared and serviced new releases regarding the two universities winning Honorable Mention Awards (Willamette University-graduate, Hampton University-undergraduate).

DAILY PRESS

(Newport News, VA)

RICHMOND TIMES LEADER

Articles appeared on Hampton University in "Ad Media" columns of both these newspapers.

STATESMAN JOURNAL

(Salem, OR)

An article appeared in "The Working Page" Business section.

In addition, local releases for 15 student winners from the Center for Creative Studies and Ringling School of Art & Design were prepared and serviced to local media.

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INDIVIDUAL MAILINGS

Honorable Mention winners -
The Agency prepared for each student and college an individualized mailing consisting of a news release and distribution list.

Local Student Releases - The Agency prepared for each student an individualized mailing consisting of a news release and distribution list.

In addition, the Agency prepared four individual packets of all the above material for Philip Morris.

STUDENT CAREER TRACKING

The Agency called several of the winning students to ascertain their success in job hunting and confirm their positions and responsibilities within their

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companies. The Agency prepared a list of six of the winners and sent the information to members of the media who had expressed interest in tracking the career paths of the students.

- The Wall Street Journal -
Ms. Trish Hall, Food editor, said the Journal would not do a second story on the Competition. They had already run a piece in June.

- Forbes - Mr. Bill Flanagan, senior editor, reported that Forbes was unable to use the information for an article, since the writer covering the competition was no longer with the magazine.

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- AdWeek - Mr. Tom Forbes, editor, was interested in receiving the information. However, when the article ran in The New York Times, he said that AdWeek would not publish a "double feature."

- Marketing & Media Decisions - Terrence Poltrak, editor, said the magazine may run an article on training programs offered by advertising agencies; the competition might then be included in a sidebar.

- "The Osgood File" (CBS) - Phil Chin has the information and is still planning to use it some time in the future.

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PHILIP MORRIS SCHOLARSHIP PROGRAM

RELEASES

The Agency prepared and edited final copies of the four news releases and individualized state, local and in-college releases. In addition, the Agency prepared and serviced the releases as follows:

Local - Philip Morris

Incorporated, Philip Morris Industrial, Mission Viejo Realty Group, Philip Morris USA (North Carolina, New York, Texas, Ohio, Maryland).

State - Miller Brewing

Company, The Seven-Up Company, Philip Morris Incorporated, Mission Viejo Realty Group, Philip Morris USA (North Carolina, New York, Texas, Ohio, Maryland, Pennsylvania, Kansas), Philip Morris International.

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National

Trade and Business

Publications

INDIVIDUAL MAILINGS

The Agency prepared for each student on its local and state lists individual packets containing all news releases regarding the individual student and a distribution list for each student.

The Agency also prepared individual packets consisting of state releases and distribution lists for the Seven-Up Company and Miller Brewing Company.

Two packets of all the above material were prepared for Philip Morris' files.

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PHILIP MORRIS/BARUCH COLLEGE ENDOWMENT

NEWS RELEASE

The Agency edited the final version of the release, which was serviced to the media the week of September 30.

In addition, the Agency prepared a media list and edited Philip Morris' suggested mailing list. With the addition of names from Baruch College the list numbered 480.

COVER LETTERS

The Agency drafted four cover letters to accompany the release as follows:

- A cover letter from Mr. Stephen Wertheimer of Baruch College for multiple editors.

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- A cover letter from Mr. Stephen Wertheimer for out-of-state publications.

- A cover letter from Mr. Christopher Cory of Philip Morris for editor acquaintances of his.

- A cover letter from Philip Morris operating units' public relations departments for their local publications.

ANNOUNCEMENT LETTER

Philip Morris sent the Agency a copy of the Announcement Letter for final editing.

Mr. Stephen Wertheimer sent Baruch mailing labels for the Announcement. Philip Morris also sent their labels. The Agency plans to disseminate the Announcement towards the middle of October.

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FIRST DISTINGUISHED

LECTURER

The Agency has received material on Professor Caws who will be the first Philip Morris Distinguished Lecturer in Business and Society at Baruch College. We are now waiting for information on Dr. Caws' proposed lectures so we can prepare a news release for December dissemination.

INACCURATE SCIENTIFIC REPORTING

FEASIBILITY REPORT

At Philip Morris' request, the Agency submitted a report on the feasibility of holding a joint-industry symposium, to which journalists would be invited, on inaccurate scientific reporting and its effect on consumers.

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NEW YORK FIRE SAFETY FOUNDATION

NEWS RELEASE

The Agency wrote and serviced a news release on the New York Fire Safety Foundation and the Philip Morris cocktail reception fundraiser to be held October 24. We also wrote a bio sheet on the eight living fire commissioners which accompanied the release. The release was serviced to media in New York City, Upstate, the tri-state area, nationally, as well as to society, tobacco, advertising, business, general news and fire prevention publications.

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HUMOR PIECE

"THE MODERN MAN'S GUIDE
TO POTENTIAL RISKS

The Agency prepared a draft article for a proposed humor column on life's daily hazards.

CONGRESSIONAL BLACK CAUCUS LEGISLATIVE WEEKEND

NEWS RELEASE

The Agency prepared a release on the event for Philip Morris review. The final release was serviced via PR Newswire, Los Angeles office.

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THE STATUE OF LIBERTY CENTENNIAL EXHIBITION/SETTLEMENT HOUSES
IN NEW YORK

RESEARCH/DEVELOPMENT

The Agency conducted research on the Statue of Liberty, including historical data and the tracking down of descendants of key participants.

The Agency obtained performance and recording rights, soundtrack and sheet music for the song "Give Me Your Tired, Your Poor," written by Irving Berlin for the 1949 Broadway musical "Miss Liberty."

The Agency selected and wrote captions for four photographs to be included in the press kit and general mailing.

The Agency developed a mailing list of long-lead publications to receive background material on the exhibition.

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Letters have been sent to key descendants of Emma Lazarus, Joseph Pulitzer, President Grover Cleveland, et al., inviting them to the October 24 event. Celebrities, New York City officials and French government figures, including the French Ambassador and Consul General, have also been invited to participate in the in-unison event.

NEWS RELEASES

A feature news release, highlighting both exhibitions, was prepared and serviced to over 300 local and national media outlets.

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The Agency prepared and serviced three releases to syndicated entertainment writers, entertainment publications and local gossip columnists. The first was to encourage celebrity participation; the second announced the participation of Kitty Carlisle Hart and others in the October 24 event; the third detailed Alan King's recording session.

"STARS ON THE TOWN"

Columnist Anita Summer described the search for "Miss Liberty" cast members and settlement house alumni in her September 6, 1985 column. The column is syndicated in 15 newspapers in the Northeast.

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"HOLLYWOOD HOTLINE"

Syndicated columnist Marilyn Beck's column appears in 400 newspapers throughout the country.

NEWSDAY

An item ran in the "Inside New York" column in the September 3 issue of Newsday.

HOLLYWOOD REPORTER

An article is scheduled to appear in October in theatrical columnist Radie Harris' column.

"CELEBRITY CONFIDENTIAL"

An item appeared in Jim Lynch's September 1 column. The column is distributed to Florida newspapers.

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"UNH NEWS"

Philip Morris' sponsorship of "Beyond the Golden Door" was highlighted in the Summer edition of UNH News, the publication of United Neighborhood Houses.

APPEAL LETTERS

The Agency developed special appeal letters, asking celebrities, politicians, settlement house alumni and "Miss Liberty" cast members to participate by doing individual recordings of Emma Lazarus' poem and attending the fall event.

CELEBRITY RESPONSES

In-Unison Event - James Cagney, Tovah Feldshuh, Kitty Carlisle, F. Murray Abraham, Louis Auchincloss.

Individual recordings - Eddie Albert, Judd Hirsch, Cleavon Little, Alan King, Robert Merrill, Walter Matthau.

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Hope to attend - Patti
Labelle, Paul Sorvino, Tony
Roberts, Dr. Ruth Westheimer,
Annie Golden, Ari Meyers
Louis Lefkowitz, Henry Stern,
Harrison Goldin.

Declined - Burt Lancaster,
Jerome Robbins, Richard
Nixon, Maria Muldaur, Rita
Moreno, Ben Vereen, Chuck
Scarborough.

MISCELLANEOUS

The Agency developed a
letter-to-the-editor of
Newsday for Philip Morris
responding to an Op-Ed essay
(August 17) with information
about the exhibition.

The Agency proposed a feature
report on the exhibition to
WCBS-AM reports Art Athens
who is doing a series called
"Update on Liberty."

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The Agency met with New York Post managing editor, Steve Cuzzo, to propose a six-part series on the exhibition which would appear shortly before the exhibition's February 11 opening.

A proposed schedule of activities for the October 24 event, including summaries of suggested speeches, was submitted to Philip Morris and the Museum.

Philip Morris International

7 UP ANNOUNCEMENT

The Agency prepared three separate mailings for the 7 UP Announcement, photographs and captions:

Mexican/Panamanian
publications; Trade and
Business publications;
National and Philip Morris
plant city publications.

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The Agency made follow-up calls to determine which major trade and national publications used the 7 UP announcement. Approximately 60 newspapers and magazines were called.

BEVERAGE BEACON

A story on the agreement, including a photograph, was published in the August 1985 issue.

BEVERAGE WORLD INTERNATIONAL

A story appeared in the August/September 1985 issue.

BEVERAGE MARKET

An item appeared in the September 1985 issue.

BEVERAGE INDUSTRY

A news item on the franchise agreement appeared in the "BI Report" section of the September 1985 issue.

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SANTA ANA REGISTER

Mr. Michael Kolbensschlag, business editor, said he could not use the franchise agreement as a story in itself, but he has filed the release which would be used if he runs a feature on Mexico.

1985 ASIAN OPERA TOUR

UNITED STATES TOBACCO
AND CANDY JOURNAL

The Agency arranged to have a photograph and caption, including a Philip Morris mention, appear in the August 1-21, 1985 issue of this publication.

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Philip Morris U.S.A.

MARLBORO

MARLBORO COUNTRY MUSIC

MEDIA CONTACTS MADE FOR
THE MARLBORO COUNTRY
MUSIC TOUR

A comprehensive press kit was mailed to over 216 major media contacts nationwide. To date, almost half were contacted by the Agency via telephone. The Agency conducted in-depth discussions with the media to confirm acquisition of the press kit, and to inquire how and when the information might be used. The result of these preliminary inquiries is as follows:

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AMUSEMENT BUSINESS

As a result of an Agency contact, Amusement Business is planning a story. Patricia Bates, who has interviewed Tom Keim for other Marlboro Country Music tours, again will do a story from a financial point-of-view.

ACADEMY OF COUNTRY MUSIC

This Los Angeles-based monthly newsletter plans to run a story on the 1985 Marlboro Country Music Fall Tour schedule in its October issue.

THE ASSOCIATED PRESS

The news service was contacted by the Agency at its New York headquarters plus its Los Angeles, Houston and Nashville bureaus.

All locations acknowledged receipt of the press kit and said the schedule and information would run well in advance of the first concert date.

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COUNTRY MUSIC

Ms. Rochelle Friedman of Country Music told the Agency that the press kit was received and that an article was planned. A publication date had not been determined.

COUNTRY MUSIC INQUIRER

Editor Carol Palmer was most enthusiastic about the quality of writing and information in the press kit and said that several stories are planned for the October "Close-Up" section of Country Music Inquirer.

CRAIN COMMUNICATIONS

A story is being written by a free-lance writer Morrie Gellman of Los Angeles for Crain Communications which owns several business journals nationwide.

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CREATIVE

David Flasterstein of Creative magazine has included the announcement of the Fall Marlboro Country Music Tour in the September issue.

CASH BOX

An article of the Fall Tour is slated to appear in Cash Box's September 21 or September 28 issue.

COUNTRY NEWS

Ms. Vernell Hackett is writing a story on the tour for the October issue of Country News.

JIM OWENS ENTERTAINMENT

A story on Ricky Skaggs and the Marlboro Country Music Tour is planned. Air date is undetermined.

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THE NASHVILLE TENNESSEAN

Although the press dates are unknown at this time, Bob Oermann has several stories outlined on the Marlboro Country Music Tour.

PEOPLE MAGAZINE

People Magazine anticipates running a brief story on the tour. Senior editor Roger Wollmuth is considering several interview possibilities with Marlboro Country Music headliners.

MCNAUGHT SYNDICATE INC.

Editor Diane Eckert anticipates running information on the tour in her music column in October. The monthly column is syndicated nationally to virtually every newspaper in the country with a circulation over 80,000.

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CONTINENTAL MAGAZINE

This magazine publishes 140,000 issues monthly for its airlines. It plans to announce the Marlboro Country Music Tour in its November issue.

FRONTIER MAGAZINE

Frontier prints 100,000 copies of the magazine each month. It plans to announce the tour in its November issue.

THE ENTERTAINMENT
NEWS SYNDICATE

Editor Lee Canaan assigned four reporters to do stories on different artists and aspects of the Marlboro Country Music Tour. Press dates are not determined as yet.

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PERFORMANCE

Performance editor Don Waitt, who is a judge for the Marlboro Country Talent Roundup, assures the Agency that his publication will be running a story on the tour.

TWA AMBASSADOR MAGAZINE

A story announcing the tour is slated for the November "Portfolio" section of this magazine. TWA Ambassador magazine reaches an estimated 1.2 million readers.

ADDITIONAL STORIES

Several media sources contacted by the Agency had story plans under consideration. Among these were: American Way, Complete Woman, Cosmopolitan, Rolling Stone, Savvy, Redbook, The Wall Street Journal, United/Friendly Skies, Hollywood Reporter, Variety.

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MEDIA CONTACTED THAT

DECLINED STORIES

The following media sources declined publishing information at this time.

The majority asked to remain on the Marlbor Country Music Tour's mailing list and to be kept posted on new developments. Publications that declined the Marlboro Country Music story are: Ad Forum, Backstage, Ad Day/USA, Advertising Techniques, Glamour, Marketing Times, Entertainment, Business Marketing, Family Circle, Ladies' Home Journal, McCall's, Parade, Tobacco International.

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HANK WILLIAMS, JR.

EXCLUSIVE

In addition to general contacts, several sources were offered an exclusive interview with Marlboro Music headliner Hank Williams, Jr., who agreed to do one print and one electronic media interview from his Billings, Montana home. The print media contacted were Sports Illustrated (declined), People (declined), Cosmopolitan (declined) and Playboy (under consideration).

Among the electronic media contacted were Jane Kaplan at The CBS Mornig News (declined), Diane Jarvis at The Barbara Walters Specials (declined) and Good Morning America (under consideration). People and the CBS Morning News declined the

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opportunity because both had conducted in-depth interviews with Williams following his accident, and they felt it was too "recent" to do another story. The Barbara Walters Specials already were booked through the next three shows. Sports Illustrated had considered doing a piece on celebrity hunters, but the project fell through.

FARM AID SUPPORT OFFERED

The Agency disseminated a news release announcing Marlboro's production cost contribution to Farm Aid on September 19, 1985 to the Associated Press, United Press International and Public Relations News Wire. Additionally, the Agency participated in meetings at Philip Morris headquarters on

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September 11th, 12th, and 24th to discuss the details of its plan to donate the proceeds of the November 22, 1985 Marlboro Country Music concert in Los Angeles to Farm Aid. Discussions are underway for a pre-concert "Thank You Willie" gala. The Agency prepared a special press list to include publications and organizations which may have particular interest in the Farm Aid project (i.e. national farm associations with weekly/monthly newsletters, etc.).

Several media sources who had previously declined stories on the Marlboro Country Music Tour have since expressed interest in the newsworthy Farm Aid Gala in Los Angeles.

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PREPARATIONS FOR LOS
ANGELES FARM AID GALA

Unfortunately, due to Willie Nelson's lack of interest, the pre-concert Farm Aid Gala is questionable. The Agency is in the process of planning with Marlboro the details of the Los Angeles concert and other publicity possibilities should the "Thank You Willie" gala be unfeasible.

MARLBORO AUTO RACING

To garner publicity for Marlboro auto racing a number of media days were arranged for the Marlboro World Championship Team drivers. Each media day was scheduled to coincide with one of the upcoming Indy Car races. Following is a summary of the interviews which the Agency arranged for each of the Marlboro World Championship Team drivers.

BRUNO GIACOMELLI
CLEVELAND - JULY 2

The Agency arranged interviews for Marlboro World Championship Team driver Bruno Giacomelli with the

following Cleveland media:

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Print:

AKRON BEACON JOURNAL

Broadcast:

WJKW-TV (CBS)

WEWS-TV (ABC)

WKYC-TV (NBC)

WEEE-AM

WMMS-FM

EMERSON FITTIPALDI

PHILADELPHIA - AUGUST 7

The Agency arranged
interviews for Marlboro World
Championship Team driver
Emerson Fittipaldi with the
following Philadelphia media:

Print:

PHILADELPHIA DAILY NEWS

PHILADELPHIA INQUIRER

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Broadcast:

WPVI-TV (ABC)

WCAU-TV (CBS)

KYW-TV (NBC)

KYW-AM

WIP-AM

WFIL-AM

AL UNSER, JR.

PHOENIX - OCTOBER 2

The Agency arranged
interviews for Marlboro World
Championship Team driver Al
Unser, Jr. with the following
Phoenix media:

Print:

THE ARIZONA REPUBLIC

PHOENIX GAZETTE

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Broadcast:

KPNX-TV (NBC)

KTVK-TV (ABC)

KTSP-TV (CBS)

KPHO-TV (Independent)

EMERSON FITTIPALDI

MIAMI - OCTOBER 15

The Agency arranged interviews for Marlboro World Championship Team driver Emerson Fittipaldi with the following Miami media: Miami Herald, Miami News and WSVN-TV (NBC). However, due to the fact that Miami motor sports scheduled a news conference for Emerson on the same day, the media day was cancelled.

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ON-GOING PUBLICITY

WPIX-TV

As a result of an interview the Agency arranged for Danny Sullivan with WPIX-TV at the Meadowlands, a feature on Danny Sullivan aired on "Best Talk in Town" on July 29, 1985 at 11:30 a.m. Danny Sullivan's Marlboro patch was shown several times during the segment. "Best Talk in Town" has a viewing audience of 50,000.

VANITY FAIR:

A feature on Danny Sullivan appeared in the September issue of Vanity Fair. The article mentions that Marlboro is one of Danny's sponsors. Vanity Fair has a circulation of 265,554.

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The Agency wrote and disseminated a news release announcing that Keke Rosberg had joined Marlboro-McLaren. The release was distributed to the following media outlets: auto sports editors at major newspapers, auto trades, sports magazines, men's leisure magazines and to the sports producers at network television and radio outlets.

The Agency wrote a statement summarizing Marlboro's involvement in auto racing in 1985. The statement will be part of an information packet distributed at the Miami Grand Prix.

The Agency is in the process of expanding the Marlboro auto racing media list to create a major national auto sports media list. The list is being finalized now and will be ready shortly.

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MARLBORO CUP

MEDIA LIST

A list of over 500 media contacts, as well as the names of pertinent thoroughbred owners, trainers and jockeys was updated by the Agency.

NEWS RELEASES

Two news releases were disseminated for the Marlboro Cup. The first said that the invited thoroughbreds to The Marlboro Cup would be announced during a media luncheon September 3rd at Tavern on the Green in New York. The second release was an in-depth summary of the invited horses. It was enclosed in a press kit and put at each place setting at the media luncheon.

MARLBORO CUP LUNCHEON
ANNOUNCES INVITED HORSES

A luncheon at Tavern on the Green served as the stage for a press conference announcing the invited thoroughbreds to the 13th running of The Marlboro Cup. In advance of the luncheon,

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the Agency was involved with checking invitations to prominent media personalities. The day of the luncheon the Agency's Len Saffir, Karen Barnett and Carolina Edwards were on hand to greet the media and offer their assistance in setting up interviews and providing additional information.

Additionally, the Agency was on hand to package and distribute The Marlboro Cup press kit which included a news release, media guide and copies of The Racing Forum's past histories on the invited horses. Each guest received a press kit. Later, 40 primary media contacts who were not able to attend the luncheon were sent press kits via Federal Express by the Agency. Several Agency members assisted with post-luncheon press interviews.

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MARLBORO CUP

INVITATIONS SENT

The Agency arranged for over 500 invitations to be sent to media contacts nationwide. The invitations were for a buffet luncheon at the Marlboro Hospitality Tent at Belmont Park the day of The Marlboro Cup.

BREAKFAST AT BELMONT

A breakfast press conference was held at the Trustees Room at the Belmont Park September 12 to announce the post positions for The Marlboro Cup. The Agency was on hand to greet the press and help arrange interviews with specific owners, trainers, etc. as requested. The Agency assisted Philip Morris on a tour of Belmont Park to check on various details involving the logistics of the race, the press room and the brunch hosted by the client on race day.

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RACE DAY AT BELMONT PARK

The Agency accompanied two assistant producers from ABC's Good Morning America to the park and throughout the day to answer questions.

The Agency also accompanied Amy Penn of The New York Post and her guest to various interviews with specific trainers and owners. The Agency also supplied stories of the race to three newspapers which requested more information but could not send a reporter.

MARLBORO CUP

MEDIA RESULTS

As articles in New York newspapers and USA Today appeared, the Agency forwarded clips to Philip Morris.

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MARLBORO CUP

FUTURE PLANS

The Agency is currently formulating possible plans for The 1986 Marlboro Cup, specifically the possibility of a Marlboro Cup Week, similar to Kentucky Derby Week in Louisville. Events would begin on Monday and run through the day of the race.

VIRGINIA SLIMS

VIRGINIA SLIMS TENNIS

The following placements were arranged by the Agency:

SYNDICATED COLUMNISTS

MARILYN BECK

We arranged for three items to appear in Marilyn Beck's syndicated column "Hollywood Hotline." The first item appeared on July 3, 1985 and was about Maeve Quinlan's date with actor Rex Smith. The text included a Virginia

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Slims credit. A second item appeared in the same column and was about Pam Shriver attending Bruce Springsteen's concert during the Wimbledon fortnight. The last item appeared on July 26, 1985, and was about Pam Shriver, Chris Evert Lloyd and Wendy Turnbull meeting Tina Turner following her concert at The Centrum in Worcester, MA. "Hollywood Hotline" is the most widely distributed entertainment column in the world. It appears in more than 400 newspapers including the New York Daily News, Newark Star Ledger, Los Angeles Daily News, Los Angeles Herald Examiner, Rocky Mountain News, San Antonio Express, Philadelphia Inquirer, Cleveland Plain Dealer, Bee Newspapers and local Gannett papers.

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